

## Tourism Currents

# NJ Meadowlands Commission Retains MLCVB to Market MEADOWFEST



On the heels of its exciting inaugural of MDEST, a travel and tourism trade show and job fair, the Meadowlands Liberty Convention and Visitors Bureau has announced that it will launch the Meadowlands Liberty Triathlon and join the event with MeadowFest, a celebration of the Hackensack River.

The New Jersey Meadowlands Commission adopted a resolution to create a \$120,000 budget for the event, with other governmental agencies expected to contribute additional funds for performances and educational activity.

"We are very grateful to the Chamber for all of its work in promoting travel and tourism, and I personally am excited to see this event back on our calendar," said New Jersey Department of Community Affairs Commissioner Susan Bass-Levin.

In addition to jointly marketing the events, the CVB will coordinate operations at Meadowfest, formerly called Riverfest, with a panel of 15 "Captains" who will oversee the event, whose goal is to be the definitive eco-tourism festival in the state. Linda Baer, the Deputy Commissioner for External Affairs the NJMC who is overseeing the event, coined the new name at a meeting of stakeholders who will provide the activities and content for the event.

"We are very fortunate to have the confidence and support of the Meadowlands Commission, which is entrusting to us its premier event and providing us with the platform to launch New Jersey's first eco-triathlon," says Jim Kirkos, Chief Executive Officer of the MRCC.



**MeadowFest is the centerpiece eco-tourism event in the region and is a platform to highlight the activities and purpose of the Meadowlands Commission through community building. The event includes educational programs, river tours, entertainment and refreshments. MeadowFest's target audience is families, couples and individuals interested in wholesome activity and community fun.**

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### About Meadowlands Liberty Triathlon

An unusual bike-row-run triathlon, this event traverses the eco-tourism, sports/entertainment and commercial assets of the Meadowland Liberty region. It is a platform for economic development and tourism promotion, as it not provides an opportunity for broad visibility through media coverage it delivers prospective hotel guests and restaurant customers to the region. Events such as the Meadowlands Liberty triathlon attract family audiences as well as serious competitors, each of whom represents prospective attendees for MeadowFest.

For more information on this event, check back at MLCVB.COM, where news of advancements will be available.